

# CITY OF LAS VEGAS OFFICE OF BUSINESS DEVELOPMENT THE URBAN RENAISSANCE NEWSLETTER

► FIRST FRIDAY  
>>2

► CENTENNIAL  
CORNER  
>>2

► WHY DO  
BUSINESS  
IN LAS VEGAS ?  
>>3

► CHANGES  
IN OBD  
>>4

## What's Hot? Downtown Las Vegas!

CONTINUING IN THE SPIRIT OF THE PIONEER, THE CITY OF LAS VEGAS WAS THE FIRST ORGANIZATION IN SOUTHERN NEVADA TO ALLOW AND ENCOURAGE HIGH DENSITY, MIXED-USE DEVELOPMENT. TODAY, RESIDENTIAL PROJECTS SOAR OVER GROUND FLOOR RETAIL, GIVING BIRTH TO A NEW DOWNTOWN.



*The Molasky Group of Companies & IRS coming to downtown*

With the completion of the Internal Revenue Service (IRS) building located at "F" Street and Ogden, the Molasky Group of Companies has begun phase two of the development, nearly 4 years ahead of schedule!

The new building will consist of eight floors of Class A office space and more than 6.5 floors of parking. Total office space will be approximately 207,000

square feet and the parking spaces will number approximately 1,250. It will receive a Leadership in Energy and Environmental Design (LEED) certification, a designation only a handful of proposed buildings throughout Nevada will attain.

The Molasky Group of Companies will be relocating its headquarters from Howard Hughes to the penthouse floor of the new development. The Southern Nevada Water Authority has contracted with the Molasky Group of Companies to be its anchor tenant. The authority will be moving its offices to offer better accessibility for its member agencies.

As commercial development catapults Southern Nevada into the 21st century, residential development is also keeping pace. Allure, Newport and Liberty Towers have their site plans approved and the city of Las Vegas has signed exclusive negotiating agreements (ENAs) with Simayof and the developers of 601 East Fremont.

## Let's take a closer look!

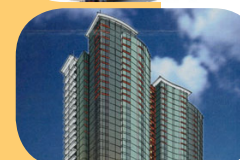
**Allure Towers** – Located at the corner of Sahara Avenue and Fairfield, this project will boast twin 40 story, 400-unit high-rise apartment towers.

**Newport Lofts** – This 168-unit facility has been sold out! This 23 story facility is located at the corner of Casino Center and Hoover.

**Liberty Towers** – Demolition complete, this project with 134 high-rise condominiums will be located at 1801 South Las Vegas Boulevard.

**601 Fremont** – A 90-day exclusive negotiating agreement has been signed with the city of Las Vegas. The focus will be on the rehabilitation of the old building for a potential urban mixed-use development with lofts over club and retail.

**Simayof** – A 180-day exclusive negotiating agreement has been signed with the city of Las Vegas for a potential mixed-use development of up to 31 floors of residential over ground floor retail at the corner of Las Vegas Boulevard and Clark Avenue.







## Arts District

In the 1990's, an area bound by Charleston and Oakey Boulevards, Commerce Street and Third Street was home to light industrial shops, warehouses and auto repair shops. As the urbanization of downtown began and artists, galleries and others moved into the neighborhood, this 18-block area was transformed into the Arts District we see today. Now, the Arts District is currently home to more than 30 studios, galleries, shops and cafes including the S2 Art Group, Arts Factory and the Funk House.



*First Friday in the Arts District*



*First Friday in the Arts District*

To celebrate the transformation of this downtown neighborhood, First Friday was established in October 2002. More than 30 studios, galleries, shops and cafes on the first Friday of each month form a cultural block party and open house from 6 p.m. to 10 p.m. To accommodate visitors and locals alike, park free at the Clark County Government Center located at 500 Grand Central Parkway and catch a free trolley service from 6 p.m. to 10 p.m. on a 30-minute route with additional stops at the Gypsy Caravan, Yana's Junk, the Funk House, Dust Gallery, Red Rooster and the Ice House. For more information call (702) 384-0092 or log on to the net at [www.firstfriday-lasvegas.org](http://www.firstfriday-lasvegas.org).

## Advance Notice

### GIS PROSPECTOR Coming Soon

The city of Las Vegas will be launching a new tool for attracting and expanding businesses to Las Vegas. Developers and residents alike can utilize this interactive web site to look for land or buildings available in the community, customized maps, demographics and more. One of the goals of the program is to simplify the process of working with city government when preparing for relocation and expansion decisions. For more details, call Bill Arent at 229-6551.

### Office of Business Development's Las Vegas Community Profile to be distributed May 2005

The Las Vegas Community Profile is a city wide effort to compile information to assist developers and citizens alike. The profile contains information regarding Las Vegas business climate, land use, labor, quality of life, community affairs, maps and much more.

### ICSC - International Council of Shopping Centers Convention

Stop by the City of Las Vegas booth at 2359 Twenty-Third Avenue in the Las Vegas Convention Center from May 22 through May 25. Watch for special events!



## Centennial Corner

*We Did It Our Way!*

THE LAS VEGAS CENTENNIAL IS A YEARLONG CELEBRATION THAT PAYS TRIBUTE TO THE EVENTS THAT HELPED SHAPE LAS VEGAS HISTORY.

SOME OF THE SIGNATURE EVENTS SUCH AS THE INTERNATIONAL FOOD AND FOLKLIFE FESTIVAL ON APRIL 23RD AND THE CENTENNIAL FLY-BY AIR SHOW ON MAY 7TH ARE PLANNED FOR THE NEXT COUPLE OF MONTHS. OTHERS ARE:

**April 9 – May 1:** FREE BARBECUES will be held at various community centers around town leading up to the Helldorado Days. For locations log on to our Web site [www.lasvegas2005.org](http://www.lasvegas2005.org). Would you like to join us? The city invites you to be a sponsor for these community events. For more information on becoming a sponsor, please call 702-229-6729.

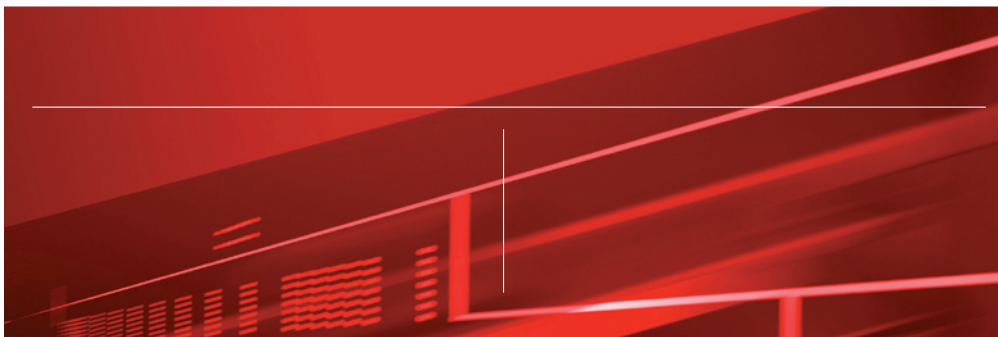
**May 10 - 15:** HELLDORADO DAYS will return to Las Vegas in 2005! A re-creation of old Las Vegas will be staged at the Fremont Street Experience. You'll find a fully operating post office, a livery stable, general store and much more in the Western Village along with daily entertainment and food vendors.

The tradition continues on **Saturday, May 14** as the **Helldorado Parade** takes place on the downtown parade route on Fourth and Fremont streets. HAPPY BIRTHDAY LAS VEGAS!! We will celebrate as only Las Vegas can on our town's birthday, **Sunday, May 15, 2005!** The events start with a re-creation of the land auction that started Las Vegas. The auction will be held on the First Street Stage at the Fremont Street Experience at 10 a.m.

Don't miss the **WORLD'S LARGEST BIRTHDAY CAKE** at Cashman Field. Our cake will weigh in at more than 130,000 lbs. and will be served to all after the cake-cutting ceremony. Entertainment at Cashman includes Kool and the Gang, Boogie Knights, the Flying Elvi, a fireworks show and cake under the stars.



There are plenty of opportunities for individuals and organizations to become involved. For more information on the Centennial celebration, how to purchase a Centennial license plate, or to get your free copy of the Centennial's event calendar, visit our official Las Vegas Centennial Celebration Web site [www.lasvegas2005.org](http://www.lasvegas2005.org) or call 229-2005.



## Why Do Business in Las Vegas?

LAS VEGAS CONTINUES TO BE ONE OF THE TOP 10 CITIES TO LIVE, WORK AND PLAY.

Las Vegas emerges as an international player in the 21st Century. More than 25,000 new residential units with ground floor retail have been proposed for construction over the next 2-5 years with more than 9,000 units already planned. Perpetuating a vibrant community, office corridors, cultural corridors, and arts and entertainment districts have been established with every storefront along Fremont Street undergoing new ownership. With no corporate or state taxes, an international airport, a superior telecommunications infrastructure and dependable low cost energy, Las Vegas continues to be one of the top 10 cities to live, work and play.

The city of Las Vegas Office of Business Development (OBD) is ready to assist customers in accomplishing their business goals. Our development staff is well versed in economic development and redevelopment. Staff is on hand to provide customers a variety of programs and services such as the Fast Track Program, Commercial Visual Improvement Program, the Business Retention and Expansion Program and the Entertainment District Visual Improvement Program. See below for more details on aforementioned programs or log on to our Web site at [www.lasvegasnevada.gov/obd](http://www.lasvegasnevada.gov/obd). Questions? Call us at (702) 229-6551 or toll free (866) 777-7483.

### Fast Track Program

The Redevelopment Agency's Fast Track Program is designed to provide prospective clients with special assistance in getting their projects underway and provides the client with a seamless and uninterrupted process for project approval. The markets targeted by the Fast Track Program are:

- Market rate residential development.
- The Downtown Entertainment District.
- Class A offices.
- The Las Vegas Arts District.
- Retail and family entertainment venues.
- Downtown casino development.
- Medical research and development offices.

The agency will assist you with obtaining a business license, including special privileged licenses such as gaming and liquor. The agency can also help you take advantage of State of Nevada business incentives and discuss new ideas for a project within the Redevelopment Area. Call 229-6551 and ask for "The Expeditor."



Downtown Las Vegas overlooking the Fremont Corridor

### Business Retention and Expansion Program

This program was created to not only grow and expand our local companies and retain jobs but also to assist in the generation of new jobs. In order to accomplish this goal, initial surveys were sent to local businesses within the city of Las Vegas. The surveys are being used to gather information as to how to improve services to our customers. OBD will continue to work with local businesses to help resolve any problems facing their organizations. Jim Pegues is available to assist you at 229-6551.

### Commercial Visual Improvement Program

This program is intended to assist in the improvement of commercial or industrial properties by offering a rebate of any qualified improvement costs, to a maximum of \$50,000. All commercial or industrial properties within the city of Las Vegas Redevelopment Area are eligible for assistance. Improvements to the facades of buildings, permanent landscaping, parking facilities and other external improvements are eligible for assistance. Any exterior improvement to properties approved by the city of Las Vegas Redevelopment Agency may be eligible for this program. The primary objective of the Commercial VIP is to make a lasting, visual improvement on major commercial corridors within the urban core of the city of Las Vegas. Final authorization requires approval by the Las Vegas City Council. Please call Bill Arent for assistance at 229-6551.



### Top Ten Reasons

1. NO STATE CORPORATE INCOME TAX
2. NO STATE PERSONAL INCOME TAX
3. NO INVENTORY TAX
4. EDUCATED, EXPANDING & COST EFFECTIVE WORK FORCE
5. EXCELLENT STATE INCENTIVES
6. SUPERIOR TELECOMMUNICATIONS INFRASTRUCTURE
7. DEPENDABLE LOW COST ENERGY
8. LOGISTICAL HUB OF 11 WESTERN STATES
9. MCCARRAN INTERNATIONAL AIRPORT – RANKED IN THE TOP 10
10. BEST ECONOMIC GROWTH IN THE U.S.

### Entertainment District Visual Improvement Program

This program is intended to assist in the improvement of commercial properties by offering a rebate of any qualified improvement costs, to a maximum of \$50,000. All commercial properties located within the Downtown Entertainment Overlay District Area are eligible for assistance. Improvements to the facades of buildings, permanent landscaping, parking facilities and other external improvements are eligible for assistance.

Any exterior improvements to properties approved by the city of Las Vegas Redevelopment Agency ("Agency") may be eligible for this program. Call Bill Arent for more details at 229-6551.

### Special Thanks

**Mayor** Oscar B. Goodman  
**Councilman** Gary Reese (Mayor Pro Tem)  
**Councilman** Larry Brown  
**Councilman** Lawrence Weekly  
**Councilman** Michael Mack  
**Councilman** Steve Wolfson  
**Councilwoman** Lois Tarkanian  
**City Manager** Douglas A. Selby



## New Faces and Loftier Places

ALONG WITH THE EVER-CHANGING FACE OF DOWNTOWN, THE OFFICE OF BUSINESS DEVELOPMENT (OBD) HAS GONE THROUGH ITS OWN TRANSFORMATION. HERE'S A GLIMPSE....



Left to right: Susan Lonborg; Steve van Gorp; Margaret Lynn Smith; Bill Arent; Julie Quisenberry

Promoted to management analyst in September 2004, Susan Lonborg brings more than 10 years experience in business development administration and public information. Prior to moving to Las Vegas, Susan worked several years in Human Resources administration and purchasing. She received a Bachelor of Arts degree from the University of New Hampshire.

Prior to his current redevelopment manager position, Steve van Gorp held the position of redevelopment officer for 3 years and was formerly the city's downtown urban design coordinator. Over 21 years in redevelopment, urban development, urban planning and urban design, and the recipient of Master of Architecture with Honors from Washington University in St. Louis, Steve brings a wealth of education and experience to OBD.

OBD's new administrative secretary, Margaret "Lynn" Smith recently relocated from the city of Westminster, Colorado. She brings more than 10 years of government experience to include working with Westminster's city manager, mayor and city council and being involved with projects such as Westminster Promenade and a state-of-the-art three-rink ice arena.

Recently promoted to redevelopment officer, Bill Arent brings 11 years of experience in community, economic development and redevelopment for the city of Las Vegas. He is certified as an economic developer and an economic development finance professional. Bill received his Master of Public Administration degree with honors from the University of Nevada.

Originally from the metropolitan Detroit area, Julie Quisenberry located to Las Vegas in 1988. With a background in business management and licensed since 1992 as a real estate broker, Julie is assisting with retail and real estate matters to strengthen downtown. She is also very active in our local community.

### OBD Staff

#### Administration

Scott Adams, Director  
(Vacant), Redevelopment Officer Expeditor  
Susan Lonborg, Management Analyst  
Margaret Lynn Smith, Admin. Secretary  
Carla Parker, Office Specialist

#### Economic Development

(Vacant), Economic Development Manager  
Jim Pegues, Sr. Economic Development Officer  
Richann Johnson, Sr. Economic Development Officer  
Julie Quisenberry, Sr. Economic Development Officer  
(Vacant), Sr. Economic Development Officer  
Debbie Hume, Secretary

#### Redevelopment

Steve van Gorp, Redevelopment Manager  
Bill Arent, Redevelopment Officer  
Scott Carter, Development Project Analyst  
Stoney Douglas, Sr. Economic Development Officer  
Scott Auyong, Sr. Economic Development Officer  
(Vacant), Sr. Economic Development Officer  
Melanie Pablo, Office Specialist



### CITY OF LAS VEGAS OFFICE OF BUSINESS DEVELOPMENT THE URBAN RENAISSANCE NEWSLETTER

400 Stewart Avenue  
Las Vegas, Nevada 89101

**Toll Free** (866) 777-7483

**Phone** (702) 229-6551

**Fax** (702) 385-3128

**E-Mail** [OBD@lasvegasnevada.gov](mailto:OBD@lasvegasnevada.gov)

**Web site** [www.lasvegasnevada.gov/obd](http://www.lasvegasnevada.gov/obd)